

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Meeting
Celebrate Mansfield Festival Subcommittee
Monday, August 31, 2015
5:00 PM**

Minutes

Present: Chair Betsy Paterson, Millie Brosseau, Janine Callahan, Sarah Delia

Staff: Kathleen Paterson and Cynthia van Zelm

1. Call to order

Chair Betsy Paterson called the meeting to order at 5:10 pm.

2. Public comment

There was no public comment.

3. Approve Minutes from August 17, 2015

The Committee approved the August 17, 2015 minutes by consensus.

4. Update on Poster Distribution

Kathleen Paterson asked for updates on whether posters and cards had been distributed. **She will e-mail members of the Committee not in attendance to check the status [Done].**

5. Updates from subcommittee members

Activities

Ms. K. Paterson said Ilze Taylor confirmed that Mike Taylor will do pumpkin carving again and she will assist him.

Food

Janine Callahan gave an update on food. Some folks who committed did not follow-through. Ms. K. Paterson said there seven food and beverage vendors.

Cynthia van Zelm commended Ms. Callahan for her efforts to reach out to food vendors. The Committee discussed reviewing food vendors at the Festival debrief.

Music/Entertainment

Ms. K. Paterson said she is waiting for the puppetry schedule for the 2nd stage from the Ballard.

She said she is working to secure someone to oversee the Town Square stage.

Parade

Millie Brosseau confirmed that the UConn fife and drum team will march in the parade.

Ms. Brosseau will bring the final letter to parade participants to the next Committee meeting for Committee review.

Sponsors

Cynthia van Zelm said she needs to follow-up with some sponsors regarding their contributions.

6. Review Site Plan and Booth Assignments

The Committee reviewed the draft site map and the booth assignments.

Ms. K. Paterson explained she renamed the areas.

She said there will be balloons marking the recycling booths with different colors representing recycling, composting, and trash.

Ms. K. Paterson said the Benton sculpture walks will now start at 1 pm so as not to conflict with the parade.

Ms. K. Paterson will follow-up with some vendors on whether they want a booth as there are a few who have traditionally participated but who have not responded [Done]. She will also follow-up with a vendor who has not responded on their activity.

Ms. K. Paterson will add checkers as a “booth” with needed volunteers [Done].

7. Review Master Schedule and Schedule of Events

Ms. K. Paterson reviewed the internal schedule with the Committee.

The Committee suggested using twine or rope to mark ten feet for the booths. It was suggested that the area captains could pair up and do this before the vendors arrive. If the spaces are not ready by the time Town Facilities brings the tables and chairs, Facilities could place them in the general area of each Festival area.

Ms. K. Paterson will follow-up with Erica Sledge and Chief Dagon about Fire Police [Done]. Ms. Brosseau suggested that Ms. K. Paterson meet with the person in charge of the Fire Police at the Festival before the Festival so directions are clear.

8. Review Supply List

Festival committee members reviewed the supply list. **Ms. K. Paterson asked people to bring supplies to the next meeting.**

9. Adjourn

The meeting adjourned at 6:40 PM.

Minutes prepared by Cynthia van Zelm